

U.S. Patent Application No.: 10/500,984  
Amendment dated November 17, 2004

PATENT  
Attorney Docket No. 578-20-PA

Amendments to the Claims:

The following listing of the claims replaces all previous listings and versions of the claims in this application.

Listing of the Claims:

1. (currently amended) A method of advertising or promoting, said method comprising;  
projecting a light pattern comprising one or more illuminated areas from a projector onto a visible surface screen, said light pattern defining a message or announcement area, and  
projecting a picture from projector onto said screen into said one or more illuminated areas;[[.]]  
wherein outlines of said one or more illuminated areas correspond to outlines of the screen.

Claims 2-6: (cancelled)

7. (previously presented) A method according to claim 1, wherein the illuminated areas define a logo.

8. (currently amended) A method according to claim 1, wherein the projected light pattern is provided by editing a digital image defining said areas to be illuminated in order to provide a mask, the method comprising the following image processing steps of:

darkening the part of the image surrounding said areas,  
cleaning the colors from within said areas, and  
drawing up the contours of said areas in the picture with a colored non-black line.

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9. (previously presented) A method according to claim 8, further comprising the step of editing captured pictures by use of said mask in order to have said pictures projected within said areas defined by said non-black line.

10. (previously presented) A method according to claim 1, wherein different pictures are shown in different illuminated areas.

11. (currently amended) A method according to claim 8, wherein the step of editing the image ~~comprising~~ comprises using an alpha key.

12. (previously presented) A method according to claim 8, wherein the step of darkening comprises providing the color type "black level 0" on the part surrounding said areas.

Claims 13-14: (cancelled)

15. (previously presented) A method according to claim 1, wherein the pictures are motion pictures showing objects selected from the group consisting of at least one of inanimate objects and living beings.

16. (cancelled)

17. (original) A method according to claim 8, wherein the image processing is provided by an image-editing program on a computer.

18. (previously presented) A method according to claim 9, wherein the editing of the captured picture is provided by a video-editing program.

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Claims 19-23: (cancelled)

24. (currently amended) An advertisement or promotion arrangement, said arrangement comprising:

means for projecting a light pattern comprising one or more illuminated areas defining a message or announcement area,

a ~~visible surface~~ screen onto which said light pattern is projected, ~~[[and]]~~

means for projecting pictures into said one or more illuminated areas ~~[[.]], and~~

means for editing a digital image to define said one or more illuminated areas so that outlines of the one or more illuminated areas correspond to outlines of the screen.

25. (previously presented) An arrangement according to claim 24, wherein the means for projecting comprises one or more projectors.

26. (cancelled)

27. (currently amended) An arrangement according to claim ~~[[26]]~~ 24, wherein the ~~one or more plates are~~ screen is made of a material selected from the group consisting of at least one of plastic, wood, ~~aluminium~~ aluminum, steel and acrylic material.

28. (currently amended) An arrangement according to claim ~~[[26]]~~ 24, wherein ~~one or more of the plates are~~ the screen is translucent.

Claims 29-30: (cancelled)

31. (currently amended) An arrangement according to claim 27, wherein the acrylic material comprises a frosted side onto which the light pattern and pictures are projected.

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32. (currently amended) An arrangement according to claim 24, wherein the one or more illuminated areas define a logo.

33. (currently amended) An arrangement according to claim 24, ~~wherein said further comprising means for editing a digital image defining said areas to be illuminated in order to provide a mask, said editing means comprising~~ comprise:

means for darkening the part of the image surrounding said one or more illuminated areas,

means for cleaning the colors from within said one or more illuminated areas, and

means for drawing up the contours of said one or more illuminated areas in the picture with a colored non-black line.

34. (currently amended) An arrangement according to claim 33, further comprising means for editing captured pictures by use of said mask in order to have said pictures projected within said ~~areas defined by~~ said non-black line.

35. (cancelled)

36. (original) An arrangement according to claim 33, wherein the digital image is edited by use of an alpha key.

37. (previously presented) An arrangement according to claim 33, wherein the color type on the part surrounding the areas is "black level 0" after darkening.

Claims 38-42: (cancelled)

43. (currently amended) An arrangement according to claim 24, wherein the ~~visible surface~~ screen comprises one or more adjacent ~~plates~~ screens.

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Claims 44-46: (cancelled)

47. (previously presented) A method according to claim 1, wherein the picture comprises a still picture.

48. (previously presented) A method according to claim 1, wherein the picture comprises motion pictures.

Claims 49-56: (cancelled)

57. (currently amended) An arrangement according to claim 24, wherein the ~~visible surface~~ screen is ~~defined by one or more plates~~ arranged in front of a projector projecting at least one of the light pattern and the pictures.

Claims 58-63: (cancelled)